

Agenda

exchange Executive Board Meeting

9 January 1976

Policy Considerations

I. DESIGN

Review of physical properties--size, cover, logo, typography, paper stock, column spacing, length of articles, illustrations, colors, classification, etc.

II. PURPOSE

Review statement of purpose which will be included as lead-off statement in each issue of exchange.

See attached PURPOSE.

III. ORGANIZATION

Review proposed assignments of responsibilities for publication of exchange. See attached ORGANIZATION.

IV. CONTENT

Selection of "standing departments" and review of types of features. See attached CONTENT.

V. PUBLICATION DATES AND DISTRIBUTION

Review of publication frequency--monthly, bi-monthly, quarterly, non-scheduled. Review of distribution--
DDA Planning Team members, guest editors, authors of articles with by-lines, O/Compt/AG, Executive Board, and additional copies as requested by ~~DDA Planning Team members~~.
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PURPOSE

a publication to furnish a medium

A magazine published by the DDA Planning Team to exchange ideas, thoughts, information, and techniques that are of mutual interest to the staff personnel who support the senior resource managers in DDA.

ORGANIZATION

Multiple participation and commitment are required to accomplish the purpose for publication of exchange. The organization of contributors to exchange, therefore, rests on this thesis.

I. EXECUTIVE BOARD

Function: Establishes, monitors, and reviews basic editorial policy. The Executive Board sets the purpose; determines the character and over-all slant; defines the nature of the content by which the purpose is to be achieved; indicates special mood or tone; and establishes the physical characteristics, timing, distribution, and organization.

Membership:

Mr. John F. Blake, DDA

Mr. John N. McMahon, ADDA

AR/DDA ✓

C/PS/DDA

CMO/DDA

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II. MANAGING EDITOR

Function: Monitors and assures appropriate action is taken in the preparation, production, and distribution phases leading to publication of exchange within the policy framework approved by the Executive Board and the recommendations and/or decisions of the Editorial Board.

III. SENIOR EDITORS

Function: Serve as managing editor within the individual DDA office of assignment and as a member of the exchange Editorial Board.

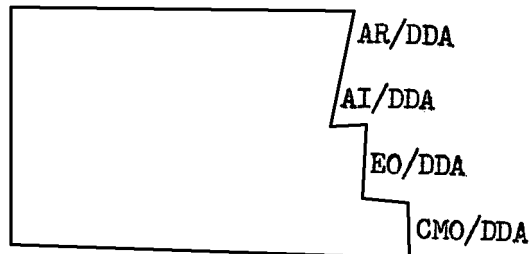
Membership:

Eight individuals. These are named by the Office Planning Teams (preferably a member of the Office Planning Team). Nominations will be requested at the DDA Planning Team conference 28-30 January.

IV. ASSOCIATE EDITORS

Function: Serve as consultants and as members of the exchange Editorial Board.

Membership:



V. EDITORIAL BOARD

Function: Plan the theme and content of future issues of exchange, critique past issues of the magazine, monitor reader reaction, seek new ideas and improvements, and make appropriate recommendations to Executive Board on policy matters.

V. EDITORIAL BOARD (continued)

Membership:

Managing Editor

Senior Editors

Associate Editors

VI. ADMINISTRATIVE ASSOCIATE - PS/DDA

STATINT

Function: Performs secretarial service to the Executive Board and to the Editorial Board and provides administrative and clerical support to the Managing Editor.

VII. OTHER PERSONNEL

Reporters)	
)	Designated by the Editorial Board
Columnists)	
)	
Feature writers)	

CONTENT

A magazine usually consists of regular features--
i.e. "standing departments"--and articles. Listed
on the attached are samples of "standing departments"
and of types of articles for selection and/or approval
for exchange.

CONTENT

STANDING DEPARTMENTS

Yes No

Editorial

✓

A guest editor will be invited to contribute an article each month. [Suggest lead off with DDA, then ADDA, and then each office head in order of "time in rank".]

Quotation of the Month

✓

A feature appearing inside the front cover. Suggest selection of quotation and appropriate illustration be rotated each month among members of the Editorial Board.

Forum

✓

This section provides for contributions each month by each office. Subject matter, authorship, illustrations, etc., to be ~~left to the discretion of~~ ^{contributed by} each office Editorial Board.

It is suggested that generic titles be used in lieu of organizational titles.

Definition

✓

There is a plethora of alphabet designations for items of interest to the DDA Planning Team but of which little is factually known. Examples are SLUC, ICS, FOIA. Suggest Editorial Board make selection of subject and assign responsibility for preparation.

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STANDING DEPARTMENTS (continued)

Yes No

Events

✓

This would report actions of interest to the DDA Planning Team. For example, installation of additional computer capability by OJCS, acquisition of new space by OL, etc. Items can be gleaned from the weekly reports and/or can be submitted by the senior and associate editors.

Innovations

✓

Instead of inventing the wheel eight times, an office that comes up with a new idea which it has implemented would describe and evaluate. This column should include failures and well as successes.

MBO

✓

This column could address either or both the techniques and substance of MBO. Contributions could be solicited from ODDA, the DDA offices, or outside DDA.

Letters to the Editor (or Questions and Answers)

✓

This could be the means to stimulate a dialogue among the readership.

P.S.

✓

(Plans Staff Post Script) This would be the column for use by Plans Staff for administrative purposes--

Yes No

STANDING DEPARTMENTS (continued)

P.S. (continued)

announcement of a quarterly meeting of the DDA Planning Team; comment on matters pertaining to exchange. Although a "standing department", the column would be used only when item of sufficient importance to warrant publication.

GENERAL ARTICLES - solicited and unsolicited

"How to do it"	_____	_____
Informative	_____	_____
Personal Experience (e.g. report by DDA on trip)	_____	STATIN
Personality Profile (if new office director is appointed, bio sketch or interview)	_____	_____
Informal Essay (think piece, for example)	_____	_____
Reports of findings, activities, etc. (e.g. consolidation committee)	_____	_____
Interpretation of concepts, trends, development (e.g. the future role of mini-computers)	_____	_____

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